Customer relationship management system and method

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Abstract of **EP1241596**

This document discusses, among other things, systems and methods for implementing at least partially automated customer relationship management (CRM) distributed across various enterprises or entities. Such entities may include an anchor or affinity enterprise vending a "whole product" to consumers, and various secondary or tenant enterprises vending components of the whole product. Such entities may also include a reseller or other value-adder as the affinity enterprise, and the product manufacturer as the secondary enterprise. By providing a distributed CRM content provider, documentation or other content can be substantially independently created, managed, and/or updated by the particular entity most capable of doing so. Autocontextualization of documents and/or user-provider dialog to concepts allows efficient and inexpensive content management. In addition to dialog-driven concept-organized content providers, other content providers include, among other things, web site documents or services, text search engines, discussion threads, and/or escalation to (or de-escalation from) an interface for interacting with a human customer service representative over a computer network or at the enterprise's CRM call center.

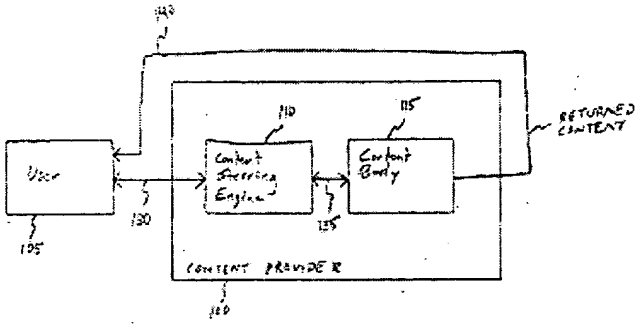

FIG. 1

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